

## CONCLUSION

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "Version with markings to show changes made."

In view of the above, it is submitted that the remaining claims are in a condition for allowance. Reconsideration and withdrawal of the rejections and objections are hereby requested. Allowance of Claims 1-20 at an early date is solicited.

If impediments to allowance of Claims 1-20 remain and a telephone conference between the undersigned and the examiner would help remove such impediments in the opinion of the examiner, a telephone conference is respectfully requested.

Respectfully submitted,

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### CERTIFICATE OF MAILING

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited on the date shown below with the United States Postal Service in an envelope addressed to the "Commissioner of Patents and Trademarks, Washington, D.C. 20231", as follows:

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**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

**In the Claims:**

**Please cancel/replace the following claims:**

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**Please amend the following claims:**

3. (Amended) [The method of Claim 1, further comprising:] A method for creating a computer file readable by a pagination program for generating an output, comprising:  
accessing a computer database;  
identifying a record stored in said computer database;  
adding a field directive to said record, wherein said field directive contains an instruction to said pagination program directing how said pagination program will format said output;  
retrieving said record from said computer database;  
adding computer code to said record to create said computer file, wherein said computer code makes said computer file readable by said pagination program;  
transferring said computer file to said pagination program where said output can be generated;  
identifying a first recipient of said output;  
obtaining said first recipient's address information;  
determining a number of orders made by said first recipient;  
determining a monetary value of orders made by said first recipient;  
determining a recency of orders made by said first recipient;  
storing said number of orders;  
storing said monetary value of orders;  
storing said recency of orders;  
calculating a first set of statistics regarding said number of orders, monetary value of orders, and recency of orders; and

determining whether to transfer said output to said first recipient based upon said first set of statistics.

5. (Amended) A computer program having control logic stored therein, said control logic, when executed, enabling a computer to generate a computer file containing a record received from a computer database, add a field directive to said computer file, and convert said computer file to be compatible with a pagination program to develop an output, said control logic comprising:

accessing means for enabling said computer to access said record from said computer database;

coding means for identifying said record contained in said computer database;

coding means for adding at least one field directive, wherein said field directive provides an instruction to said pagination program [to said pagination program] directing how said pagination program will format said output;

coding means for converting said record into a computer file readable by said pagination program; and

coding means for transferring said computer file to said pagination program.

7. (Amended) [The computer program of Claim 5, further comprising:] A computer program having control logic stored therein, said control logic, when executed, enabling a computer to generate a computer file containing a record received from a computer database, add a field directive to said computer file, and convert said computer file to be compatible with a pagination program to develop an output, said control logic comprising:

accessing means for enabling said computer to access said record from said computer database;

coding means for identifying said record contained in said computer database;

coding means for adding at least one field directive, wherein said field directive provides an instruction to said pagination program [to said pagination program] directing how said pagination program will format said output;

coding means for converting said record into a computer file readable by said pagination program;

coding means for transferring said computer file to said pagination program;

coding means to identify a first recipient of said output;

coding means to obtain said first recipient's address information;

coding means to determine a number of orders made by said first recipient;

coding means to determine a monetary value of orders made by said first recipient;

coding means to determine a recency of orders made by said first recipient;

coding means to store said number of orders;

coding means to store said monetary value of orders;

coding means to store said recency of orders;

coding means to calculate a first set of statistics regarding said number of orders, monetary value  
of orders, and recency of orders; and

coding means to determine whether to transfer said output to said first recipient based upon said  
statistics.

9. A method for converting at least two records stored in a computer database into a  
computer file readable by a pagination program, by:

finding and retrieving a first record and a second record, each contained in said computer  
database;

adding a first field directive to said first record and a second field directive to said second record  
that will act as instructions to said pagination program to create a desired output;

[analyzing said selected records to determine when said first record and said second record have  
been obtained from said computer database;]

generating said computer file from said records;

adding computer code to said computer file so as to make said computer file readable by said pagination program; and

transferring said computer file to said computer pagination program.

13. (Amended) [The method of Claim 12, wherein said file template further comprises:] A method of converting a record of a first product stored in a computer database into a computer file readable by a pagination program, comprising:

controlling a computer system to create a file template;

controlling said computer program to select said record of said first product from among multiple product records stored in said computer database;

using said file template to add a field directive to said record of said first product, said field directive containing instructions used by said pagination program for formatting an output;

adding computer code to said record of said first product in order to create a computer file that is readable by said pagination program;

transferring said computer file to said pagination program;

a first field directive containing Aframe information, wherein said Aframe information comprises a computer file name of an image stored in said database and associated with said first product, a computer path to said image, and an Aframe identification code;

a second field directive containing table information, wherein said table has instruction used by said pagination program to set the number of columns of said output, the widths of each of said columns, the contents of a header of each of said columns, the contents of a row, a subheading title, closing tags for said table, and a table identification code; and

a third field directive containing text flow information, wherein said text flow information comprises said first product's manufacturer, said first product's group, said first product's subheading, said first product's sales point, said first product's features, said first product's Aframe identification code, and said first product's table identification code.

**Please add the following claims:**

17. A method for creating a computer file readable by a pagination program for generating an output, comprising:

accessing a computer database;

identifying a record stored in said computer database;

adding a field directive to said record, wherein said field directive contains an instruction to said pagination program directing how said pagination program will format said output;

retrieving said record from said computer database;

adding computer code to said record to create said computer file, wherein said computer code makes said computer file readable by said pagination program;

transferring said computer file to said pagination program where said output can be generated;  
and

generating said output, wherein said output is a printed document.

18. The method of Claim 17, further comprising:

identifying a first recipient of said output;

obtaining said first recipient's address information;  
determining if said first recipient has a characteristic, said characteristic consisting of at least one  
of: a bad account, a closed account, a competitor, a prior recipient, a non-orderer, or an  
undesirable physical location;  
terminating transfer of said output to said first recipient at said address if said first recipient has  
said characteristic; and  
transferring said output to said first recipient if said first recipient does not have said  
characteristic.

19. A computer program having control logic stored therein, said control logic, when executed, enabling a computer to generate a computer file containing a record received from a computer database, add a field directive to said computer file, and convert said computer file to be compatible with a pagination program to develop an output, said control logic comprising:

accessing means for enabling said computer to access said record from said computer database;  
coding means for identifying said record contained in said computer database;  
coding means for adding at least one field directive, wherein said field directive provides an  
instruction to said pagination program directing how said pagination program will format  
said output and wherein said output is a printed document;  
coding means for converting said record into a computer file readable by said pagination  
program; and  
coding means for transferring said computer file to said pagination program.

20. The computer program of Claim 19, further comprising:

coding means to identify a first recipient of said output;

coding means to obtain said first recipient's address information;

coding means to determine if said first recipient has a characteristic, said characteristic consisting of at least one of: a bad account, a closed account, a competitor, a prior recipient, a non-orderer, or an undesirable physical location;

coding means to terminate transfer of said output to said first recipient at said address if said first recipient has said characteristic; and

coding means to transfer said output to said first recipient if said first recipient does not have said characteristic.